

ABSTRACT OF THE DISCLOSURE

A streaming portal is provided with at least one display frame for playback of multimedia information of a program offered by an information provider whereby the multimedia information is made available for the streaming portal as multimedia data and the multimedia data is available for playback as a group of data streams. The multimedia data is divided into a group of streaming units in accordance with the configuration data determined from the program whereby the streaming unit is marked with an identifier that identifies the type of multimedia data contained in the streaming unit and the streaming unit is played back as a data stream in a display frame that identifies the information provider and preferably also the type. The multimedia data are played back on the streaming portal in a display frame that has been designed to play back all the data and that identifies the information provider.

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